

JULIE TRITT SCHELL

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Julie Tritt Schell is the State E-rate Coordinator for Pennsylvania and has served in this capacity since 1997. She provides daily E-rate consultation to more than 1500 schools and libraries in the state. She maintains a robust web site and list serve and has assisted applicants in achieving more than \$560 million in E-rate discounts since the program began. Tritt Schell became immersed in E-rate in 1996 during the Federal-State Joint Board's development of recommendations for shaping E-rate, and she has participated in all major developments of the program administration including serving on task forces convened by the former Schools and Libraries Corporation and the Schools and Libraries Division of Universal Service Administrative Company for improving and modifying the program administration.

She routinely advocates on behalf of applicants to the FCC and USAC concerning recommendations to improve the integrity and efficiency of the E-rate program and at the same time to implement measures which simplify and streamline the program operations. Tritt Schell writes comments for submission to the FCC and also meets with FCC and USAC officials regularly. In addition, she is an active member of the State E-rate Coordinators Alliance, an informal alliance of 43 state representatives who assist school applicants in their respective states with filing for E-rate discounts and program compliance.

Each year, Tritt Schell conducts numerous hands-on E-rate workshops for Pennsylvania's applicants and also compiles a 400+ page E-rate training manual for new E-rate personnel. She also participates in numerous national conferences making E-rate presentations, including the National Education Computing Conference as well as multiple state conferences such as the Pennsylvania Educational Technology Expo and Conference.

Tritt Schell began her career in educational technology as a member of the lobbying staff and as network operations director of the Pennsylvania School Boards Association in June of 1995. She formed EdLiNC-PA, an education consortium which lobbied the state utility regulatory commission concerning technology and telecommunications policies affecting public education.

Tritt Schell then moved to the Pennsylvania Office of Educational Technology in 1997 where she assumed the responsibilities as the state E-rate coordinator, even before the program rules were finalized. She also was responsible for other educational technology initiatives including a \$12 million Microsoft Education Partnership, several workforce development initiatives, technology leadership academies for school administrators, and coordination of the state telecommunications contract on behalf of school and library users. She also served on the Governor Ridge's Rural Telecommunications Task Force and assisted with policy development on all education-related technology issues, including cyber charter schools.

In May 2001, she was promoted to Director of the Pennsylvania Office of Educational Technology, where she was responsible for all K-12 and higher education technology policy initiatives for the Governor and Secretary of Education, including Link-to-Learn, Students Achieving Standards, Technology Leadership Academies for School Administrators, Enhancing Education Through Technology, eTechPlanner, Improving Technology at Colleges and Universities, and all Workforce Development Partnerships and Initiatives. In all, she oversaw the disbursement of more than \$45 million in federal and state tech funding each year.

In addition to serving as State E-rate coordinator, Tritt Schell also files E-rate applications for several applicants including large urban schools and small rural schools. She is intimately familiar with the E-rate program requirements including the competitive bidding requirements, eligible services, program integrity process, invoice process and post-commitment program compliance. She has a top down appreciation of the policies underlying E-rate as well as bottom up approach that applicants must undertake in order to apply for discounts.